

For Renee Wagner, the timeshare industry is more than just a career, it's a passion stemming from a love of exploring new cultures and a heartfelt connection to diverse communities. From the beginning, Renee has been willing to take on high levels of responsibility along with bold ventures, earning herself a name within the industry as an innovative thinker and strong leader.

Improving the Guest Experience

Guest satisfaction is our ultimate priority, and Renee oversaw the implementation of Automated Engagement Studios to personalize content journeys ensuring that each touchpoint enhanced the vacation planning experience.

Renee created our crowdsourced giving program beCause Destination Matters, featuring causes nominated by our guests giving everyone the opportunity to vote on the charity that matters to them to receive \$2,500. This creative approach of connecting with our owners is changing lives while increasing our brand loyalty, highlighting Renee's effective relationship-driven approach to marketing.

Keeping Owners Excited

Renee oversees all of our owner communications, directly enriching the ownership experience while keeping our owners excited and engaged with [digital magazines](#) and insider [sneak peek videos](#).

She is responsible for creating Pop-Up Events across resort properties that keep us in touch with our owners while providing them with a platform to share and learn more about ownership.

As editor-in-chief of our owner lifestyle magazine, [Time Together](#), Renee curates content that breathes additional life into vacation ownership, creating the opportunity to further engage our 70,000 owners through partnerships with historical society's and local partnerships.

Cultivating Loyal Associates

In 2018, Renee reinvented [The Grand Buzz](#), our resort associate newsletter. She elevated the publication by including personal stories and creating both digital and Spanish versions that has increased circulation, infuses the publication with a heartfelt touch, and helps associates feel valued and connected.

Utilizing her design background expertise, Renee built our internal [People & Culture website](#) and rebranded our BE EPIC program to keep it fresh and inspiring.

Raising Revenue

Renee fosters partnerships with local non-profits, creatively using our advertising dollars to drive business through giving back. #HelmetsAreCool, a fundraising campaign to raise injury prevention awareness within the mountain sport community resulted in a \$7,000 donation and 1,400 leads.

She also raised \$3,000 for the High Fives Foundation and Tahoe Food Hub while raising awareness of our Tahoe resorts with a “Breakfast of Champions” event, featured on the local news. For every email opt-in, Grand Pacific Resorts donated \$3 to High Fives Foundation and Tahoe Food Hub while entering supporters to win a two-night resort stay and lift tickets.

Renee has established our resort brands on social media, positioning us as an influencer in numerous destinations. Renee’s innovative content marketing and SEO strategies drive over 700 thousand unique visitors to our online retail stores, pushing 70 thousand of those visitors into engaging with our email lead funnel.

Leading by Example

Striking the perfect balance between guiding and empowering associates, Renee assembled a powerful in-house marketing team. Her leadership and tenacity has helped her young and agile team achieve as much as a mature marketing department. She also co-created the Southern California Division of the Timeshare Industry Young Professionals (TIYP), her efforts paving the way for younger professionals to grow within the industry.

Multimedia Specialist Chris Higa said, “Renee gives me space to develop ideas while allowing me to tap into her professional wisdom. When it’s time to grow, she pushes me to take my work to the next level, instilling in me the confidence that I can.”

Every year, Renee champions Christel House, a non-profit organization dedicated to ending the cycle of global poverty by giving kids access to quality education. This year, two Christel House graduates served as ambassadors at our RCI Christel House Open golf tournament where they along with Renee shared the worldwide impact of the organization with the local ABC news affiliate. Renee also directly served as a professional mentor to one of the young graduates.

Actively ARDA

Ever since receiving her RRP from ARDA in 2014, Renee has been actively involved. She served on the ARDA Meeting Committee for seven years and was selected to co-chair the ARDA-WIN Advantage Philanthropic Council due to her extensive involvement with social responsibility. Renee spearheaded the nationwide successful ‘Pinktober’ movement during Breast Cancer Awareness Month, giving timeshare professionals the opportunity to align their efforts to maximize the impact. Renee has also served as ARDA Moderator and Speaker for five years.

Personal Passion

Renee served as the Technology Chair for the non-profit Send Me On Vacation, supporting the organization’s marketing and communication needs to send cancer survivors on vacation.

Her commitment to the non-profit is personal, which she demonstrated by scaling Mt. Whitney and Half Dome to raise vacation funds for families touched by a cancer.